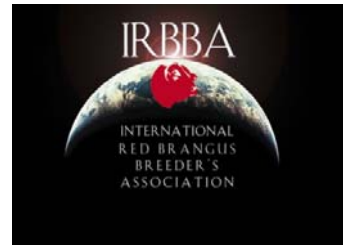


International Red Brangus Breeders Association
1260 Pin Oak Rd., Suite 204
Katy, TX 77494



**2010 IRBBA
GENERAL MEMBERSHIP
MEETING NOTICE**

Dear IRBBA Member,

Spring is my favorite time of year and I am sure it's yours, too. You are now enjoying the green grass and checking your calves to see if you really did a good job last year.

The International Red Brangus Breeders Association General Membership meeting will be held on Saturday, May 22, 2010, at the Texas A&M University Beef Center in College Station.

The International Red Brangus Breeders Association cordially invites all its members and their guests to the 2010 Annual Meeting. I encourage you to participate and to invite your friends as the event will be fun and full of good information.

The event will begin on Friday May 21, 2010 and includes cattle displays, herd bull alley, and showcase cattle. It will be a perfect time for you to get together with the directors, members and new friends.

At the Brangus Round Up this year in Houston I stopped for a minute and thought with myself "Wow, I think we are getting there!" We worked very hard but we will now harvest the seeds that we have been planting in the international market!! 2009 was one of the worst years ever for the cattle business. We had a tremendous drought, hay prices were outrageous and last winter was the strongest in years. Every country that I traveled to was complaining about cattle prices, weather and depression. Then we come to Houston and we had a record crowd and business was better than expected.

You can be proud of your association because we are one of the few breeds and associations that have survived the various crises.

Sometimes I hear people talk about the cost of our \$70.00 annual fee. I would like to know what association in the world or marketing group you invest \$70.00 in and get:

1. Access to advertizing and listing your operation in one of the most popular sites in the Brangus business. This year we will renovate our site and promote it heavily in the US and to the international community.
2. Access to the IRBBA's Journal. Our magazines is always placed at the major world's livestock shows like San Antonio Livestock Show, Houston Livestock Show & Rodeo, State Fair of Texas and many other livestock shows around the world. The Texas Department of Agriculture will be taking our magazine on all their trips around the world. To complement this effort, other members and I will be taking the magazines to over eight different countries. Our magazine is distributed to key US breeders and to the world. It is one your best tools to promote your genetics to the world's tropical regions. (To promote cattle on the IRBBA's magazine you need to be a member.)

3. Access to our “*Divas in Red*” sale, General Membership Annual Meeting and Educational programs meeting at the Texas A&M University Beef Center in College Station. A high-class event that includes our educational programs, the “*Divas in Red*” Sale, the Herd Bull Alley, and a showcase of cattle from members herds. The program is promoted in the US and to our international clients.
4. Houston Livestock Show - International representation with a booth in the International Room at the Houston Livestock Show.
5. The Genetic Edge Sale. The event is recognized worldwide and it is the IRBBA’s number one tool to promote our cattle and members.
6. The Global Brangus Roundup was held at the Fort Bend County Fairground in Rosenberg, Texas, a 30 minute ride from Reliant Center. Over 150 international guests were welcomed. The event was designed to showcase IBBA and IRBBA members’ cattle and operations. We had over 50 pens from approximately 28 different exhibitors with more than 100 head of cattle displayed. Cattle were paraded in front of our international guests while our members were given the opportunity to describe their cattle and ranch programs.
7. Field Days and Educational Events - The members of the International Red Brangus Breeders Association were offered an incredible opportunity this summer when the folks at Bradley 3 Ranch opened their ranch gates and welcomed our group. Dennis Kmiec of Triangle K Farm summarized the Bradley 3 Ranch event by noting, “*We had practically one-on-one time from one of the premier beef operations of the USA (and probably of the world). Each member of their organization provided us with their vertical knowledge of the beef industry. How great is that! I especially enjoyed getting to see their cattle type, what they think is the type of cattle the industry should produce.....One of the few advantages of registered breeders over commercial breeders is there are more social/educational opportunities. This was a great opportunity for our breeders!*”
8. International Representation - IRBBA’s board members traveled at their own expense to seven countries representing our association. We carried our magazines and our promotional material to each of those countries..
9. IBBA Representation- Our association supports and helps elect directors to represent IRBBA’s interest with International Brangus Breeder Association and its various committees.

For the above-listed reasons and many other accomplishments throughout the years, we need to make sure that you thank our members and directors that give of their professional time and money to make all those activities actually come to fruition. I also would like to send a message to our members that your association is only as strong and impactful as you want it to be. For our association to be successful it takes many volunteer hours and dedicated members. You have invested in a great breed of cattle that is growing in stature in the industry. Many of our members and directors are working for you and your family with the objective of increasing our exposure and to sell our program and cattle both in the US and abroad. We are all busy with many interests! We all should join in when asked to participate

and contribute ideas that will continue to promote our great breed of cattle. We welcome everyone who wants to make a positive difference!

We will be going to the World Brangus Congress VI in Australia. IRBBA will organize a group to go the Congress and visit ranches in Australia. I encourage you to go to the largest Brangus gathering in the world as this is your chance to meet our international friends and customers.

I want to congratulate our friend and IRBBA's director, Don Cox, to being elected IBBA's president. It was his vision and market knowledge that took him to the highest position in the Brangus business. I am sure that he will be one of the best presidents that they ever had and will represent and help us to finalize a total integration.

Annual IRBBA membership dues for the year 2010 are now due. Our annual membership price includes member e-mail and/or phone listing on IRBBA's website at "Contact Breeders for Cattle". At our meeting, you will hear the committee reports which will give you an update on the committees' activities. The members in attendance at the meeting will make their choice of three directors to serve on IRBBA's Board of Directors. Members, who have paid their annual membership fee, are eligible to vote for these directors. Charter members and Lifetime members are eligible to vote. A Director Nomination Form is also attached. If you know of a valuable candidate who is a current member and who is willing to serve, please submit the completed form to the Nominating Committee's Chairman, Don Cox. His address is at the bottom of the form.

Please continue to communicate with our Board members, committees and other members. Remember, your support will be used to continue to promote our association and improve the services to our members. We have volunteered to serve you. Together we can accomplish many goals. Supporting the IRBBA by paying your dues and being an active member is a very smart investment for us all!

Marcos Machado Borges Jr.

President

The International Red Brangus Breeders Association